

## MERCHANDISING APPROVAL FORM

DATE: 11 / 27 / 96

BRAND: Benson & Hedges

PROGRAM DESCRIPTION: Benson & Hedges Club Nights -  
Bar night giveaways.

RESOURCE/MEDIUM: PRINT  OOH

VEHICLE NAME/OOH COMPANY: Conde Nast Publications

ESTIMATED VEHICLE/OOH CO.TOTAL DOLLAR ALLOWANCE: \$30,000

ESTIMATED BRAND ALLOCATION: \$ 2,500

FUNDS USED YTD: \$ 0

FUNDS REMAINING: \$ 2,500

REQUEST: 25 Sony Walkmans C D players

ESTIMATED DOLLAR VALUE: \$ 2,500

CUME/VEHICLE TOTAL: \$21,140

PROJECT DUE DATE: 1 / 1 / 97

APPROVALS (WHERE APPLICABLE):

ASSISTANT/MEDIA MANAGER

Philippe LaRusso

MEDIA DIRECTOR

Renee M. Simon

BRAND

EVENTS

Sylvette Robins

FINANCE

MERCHANDISE/VALUE RECEIVED BY: (PRINT CLEARLY) \_\_\_\_\_

SIGNATURE OR CONFIRMATION LETTER (ATTACHED): \_\_\_\_\_

DATE RECEIVED: \_\_\_\_\_

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11/27/96